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# HISPANIC

THE MAGAZINE FOR AND ABOUT HISPANICS

September 16, 1992

Ms. Mercy Lugo
Leo Burnett
35 W. Wacker Drive
Chicago, IL 60601

Dear Mercy:

I have your letter of September 2 and all at HISPANIC Magazine are delighted with your continued confidence in us.

To that end, I'm happy to supply the 1993 closing date information for both national and regional editions.

Also attached is a franchise position program for 1993, Jan/Feb through December. Assuming Philip Morris runs eleven product insertions, we have franchised virually every issue with covers, TOC's and up front letters pages. Naturally, the three 4th Covers are based on this eleven page minimum.

My colleague in New York will see that Mrs. Karen Marryshow at Philip Morris will have this information as well.

Very truly yours,

Joe Guenther

JG/gr

cc: Alfredo Estrada
Nick Piqueras

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